MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

MLA 2113 – MEDIA ANTHROPOLOGY

(All Sections / Groups)

6 March 2017
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 5 pages including the cover page with 6 Questions only.

2. In **Section A**, attempt **ALL** questions.
   In **Section B,** attempt **ONE** out of **TWO** questions.
   In **Section C,** attempt **ONE** out of **TWO** questions.

3. All questions carry equal marks.

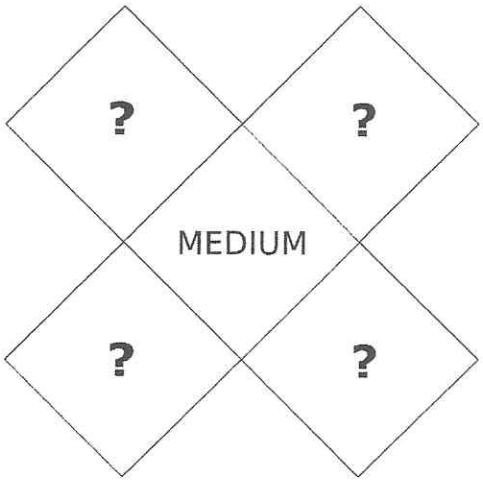
4. Please print all your answers in the answer Booklet provided.

Section A: Attempt all questions; A1 & A2.

Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question A1

Marshall McLuhan argues that the effects of every media can be viewed in four ways, and that the tetrad offers an "exegesis on four levels, showing ... the logos-structure of each artefact, and giving its four 'parts' as metaphor, or word". The tetrad is therefore a grid with four sections (as seen below).



i. From the image of the tetrad above, name the 4 main sections of the tetrad labelled A, B, C and D. (2 Marks)

ii. McLuhan developed the idea of using tetrads to apply a consistent mode of analysis to different media types. In your own words, explain what you understand this to mean. (2 Marks)

iii. Explain how the theory of tetrad can be applied to free-to-play multiplayer online video games such as Dota. (6 Marks)

(10 pts)

Continued .....

Question A2

The Uses & Gratifications (U&G) theory originated from the functionalist perspective on mass media communication. U&G theory might be characterized by an inductive method for developing classifications of different motivations and functions of media use. A basic assumption of the U&G theory is that people are actively involved in media usage and interact highly with the communication media by building profile groupings of related uses and theoretically associated gratifications.

i. Define what the U&G theory describe. (2 Marks)
ii. Describe with two examples the motivations (gratifications sought) by university students for joining social media platforms like Facebook or Twitter. (4 Marks)
iii. In the light of the powerful effects of the media on its audiences, is there any danger of social media doing more harm than good? Explain your answer with recent and relevant examples. (4 Marks)

(10 pts)

Continued .....

***Section B**: Attempt **only ONE (1) of the following TWO (2)** questions.*
Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question B1

"The meeting between cultural anthropology and mass media is, in fact, a meeting between an object of research and a scientific discipline. In such a situation, the discipline brings with it certain delineations, a number of investigating methods, and a group of relatively specific concepts and theories. In the case of media anthropology, the fact that various researchers do not assume that clear disciplinary identity (with roots in sociology, cultural studies, narratology, history, etc) yet use concepts specific to cultural anthropology, as well as research methods intimately related to this science (ethnographic methods), may appear as a random meeting, and a passing experience."

i. From the quote above, explain the importance of studying media anthropology (5 Marks)
ii. Explain, with examples, the difficulties faced when collecting ethnographic data with traditional media compared to new media. (5 Marks)

(10 pts)

Question B2

The term "prosumer" has transformed from meaning "professional consumer" to meaning "product and brand advocate." Rather than simply "consuming" products, people are becoming the voices of those products and significantly impacting the success or failure of companies, products, and brands, particularly through their involvement on the social web.

i. Explain, with at least one example, a user-generated content. (2 Marks)
ii. Explain the concept of viral and why it is so important to businesses? (2 Marks)
iii. Explain, with examples, the uniqueness of social media to a prosumer? (6 Marks)

(10 pts)

Continued .....

Section C**: Attempt **only ONE (1) of the following TWO (2) questions.
Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question C1

Although research describing media content has been available since the early part of this century, scientific investigation into the influences on content wasn't extensive until after World War II. Modern studies began with David Manning White's (1950) suggestion that journalists act as 'gatekeepers' of media messages—that they select from among the day's events those that will become "news". Since then, an increasing number of studies have focused on the ways in which media workers and their employers, as well as organizational structures and society itself, affect media content.

Referencing the paragraph above and with relevant examples, explain:

i. The ways in which the Content reflect social reality with little or no distortion. (2 Marks)
ii. How the Content is influenced by media consumers. (2 Marks)
iii. How the Content is influenced by the relationship between media consumers and media producers? (2 Marks)
iv. How the Content is influenced by other social institutions and forces. (2 Marks)
v. How the Content manages to maintain the status quo. (2 Marks)

(10 pts)

Question C2

Consumers' perceptions of brands increasingly are tied to their sociability—how they interact with consumers and others, especially in the digital sphere. Around two-thirds of prosumers and half of mainstream consumers now consider a strong social media presence an important factor in brand reputation.

i. Explain, with examples where relevant, what these consumers (or prosumers) expect from a brand. (4 Marks)
ii. Explain, with examples where relevant, what the emergence of the prosumer means to marketers. (6 Marks)

(10 pts)

End of Paper